

### **3.5. Build and expand photo and video libraries**

This Strategic Action strengthens Montana's tourism marketing efforts.

#### **Recommended Tactics**

##### **MTOT, Regions, CVBs, Communities, Tribes, Businesses & Organizations**

- » Build, expand, and update an inventory of photo images and videos for use in the promotional campaigns, collateral and other promotion efforts.
- » Ensure that images and video materials project and reinforce the Montana Brand.
- » Ensure that images and video materials feature iconic locations, as appropriate.
- » Ensure that images and video materials include all seasons that the stakeholder wishes to promote.
- » Ensure that images and video materials are largely experiential.

#### **Indicators of Success**

- » Each region, CVB, Community, tribe, business and organization has a library of images that represents their tourism area in a way that is brand consistent.
- » Images and video materials are kept current.
- » Images and video materials include relevant icons and seasons, and show visitor experiences.

#### **Background & Rationale**

Appealing, experiential, and brand consistent images for use in marketing and promotion are key to inspiring potential visitors. Given the diversity of Montana's tourism offerings, it is important that each stakeholder build and maintain a library of images and videos that features its area.